



## **12 Days of Christmas on Las Olas**

*Presented by Las Olas Association*

**December 1<sup>st</sup> – 12<sup>th</sup> 2020**

The Las Olas Association announced has reimagined their traditional annual Christmas celebration this year in response to the public safety needs required by the Covid-19 pandemic. The popular holiday celebration, Christmas on Las Olas, will become **“The 12 Days of Christmas on Las Olas”** this year instead of the one-night celebration and boulevard closure that has always been the hallmark of Christmas on Las Olas.

The Las Olas Association is planning for “The 12 Days of Christmas on Las Olas” event in a manner that will encourage social distancing and more safely attract and entertain smaller crowds over a 12-day period with fun and exciting traditional holiday fare. The association will be highlighting the businesses and promoting the boulevard. Erika Del Rio, the Executive Director of the Las Olas Association said, “This is going to be a great event that will start off our Holiday season in an exciting and safe way”. The events are scheduled to start on December 1<sup>st</sup> and will go through to the 12<sup>th</sup>.

A nightly festive light show on the boulevard starting at 6:30 pm will be a wow factor, along with Pop-Up Santa Sightings, merchant specials, live entertainment, Letters to Santa’ mailbox, Elf Hunt with prizes, window decorating contests, music and more. “I am so excited to share the Christmas Spirit with everyone and this is so needed to bring smiles to everyone in our community” says Jodi Tanner, Vice President of the Las Olas Association.

The events will be posted daily on the Las Olas Boulevard’s social media platforms **FB IG** . For more information and sponsorship opportunities please visit : <https://lasolasboulevard.com/>

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